

# Consumer **Energy** Alliance

## *Annual Report*

*August 2011*



Supporting a **Balanced  
Energy Policy** for America

[www.consumer\*\*energy\*\*alliance.org](http://www.consumerenergyalliance.org)

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Seeking a  
**Balanced Energy Policy**  
for America

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Helping to  
**Achieve** and **Maintain**  
Reasonable Energy  
Prices for Consumers

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**Educating** Consumers  
on Energy Availability  
and Utilization

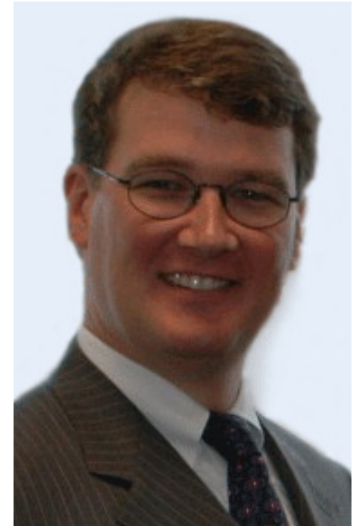


## Message from the President

Dear Colleagues,

Throughout the past year, Americans have struggled to recover from the devastating economic recession. Lingered high unemployment and an uncertain economic future coupled with volatile energy prices and geopolitical events beyond our control have forced us to reevaluate our energy use, better understand the economic benefits of domestic energy production, and take a hard look at how certain policies are impacting consumers and the overall economy.

As a broad association with strong member support, Consumer Energy Alliance (CEA) has continued its efforts to press for a rational, balanced energy policy. Such a policy would be a significant boost to the economy and provide long-term solutions to some of the most pressing problems of our time. Our nation possesses an abundance of energy resources – including offshore and onshore oil and gas, coal, wind, solar, nuclear, and renewables – and is developing cutting-edge technologies that help us conserve energy and become more energy efficient. Capitalizing on these valuable assets gives us an opportunity to reduce our dependence on foreign imports, create high-paying jobs, generate much-needed government revenue, and spur economic growth.



But despite the promise that American energy brings, the energy industry and consumers have faced a series of setbacks and obstacles over the past year. A temporary drilling moratorium and a series of permitting delays following the tragic *Deepwater Horizon* incident in April 2010 virtually shutdown offshore drilling in America's waters while communities throughout the United States suffered as a consequence. Onshore, we witnessed strong opposition to shale gas development, which could produce decades' worth of cleaner burning natural gas for this country. Furthermore, the earthquake in Japan and the nuclear disaster at Fukushima have renewed discussions on the safety and future of nuclear energy. Finally, strides to bolster American's green energy economy have fallen short, and American consumers and businesses continue to struggle with the cost of maintaining more energy-efficient lifestyles.

In response to these obstacles and challenges, CEA and its member companies have significantly expanded its membership, mobilized consumer-advocates, and convened representatives from every sector of the U.S. economy to help advance a solution. From engaging during public comment periods to holding energy policy forums and discussing energy issues on nationally syndicated radio and television shows, thanks to its member support, CEA has strengthened its position as a trusted leader and advocate for energy consumers. In the upcoming year, CEA will continue its efforts to promote a reasonable, balanced, and sustainable energy policy. Most importantly, CEA will continue to reach-out to consumers on energy issues and provide all of us with a voice in one of our nation's most challenging—and important— policy debates.

As this annual report reflects, CEA's mission remains consistent: American consumers need a balanced energy policy. CEA is proud to stand with our member companies and consumer advocates across the nation to achieve this worthy goal.

Sincerely,

A handwritten signature in black ink, appearing to read "David Holt". The signature is stylized with a large, sweeping "D" and a cursive "Holt".

David Holt

## Who is Consumer Energy Alliance?

Consumer Energy Alliance (CEA) is an independent, nonprofit, nonpartisan organization whose mission is to expand the dialogue between the energy and consuming sectors and to advance a better understanding of energy security. CEA advocates for the thoughtful development and utilization of energy resources in order to help create a balanced energy policy and maintain stable prices for consumers.

As of August 2011, CEA has 163 affiliated members – from airlines to trucking to manufacturing to agriculture and energy producers – and nearly 300,000 individual consumer-advocates. CEA appreciates the support it receives from its affiliate members and is proud to represent them.

### CONSUMERS/BUSINESS/AGRICULTURE/INDUSTRY/END-USERS

Agriculture-Energy Alliance	Florida Family Association, Inc.
Air Conditioning Contractors of America	Florida Fertilizer and Agrichemical Association
Air Transport Association	Florida Minerals and Chemistry Council
Alternative Energy Builders	Florida Restaurant and Lodging Association
American Bus Association	Florida Taxpayers Union
American Chemistry Council	Florida Transportation Builders Association
American Forest & Paper Association	GCI – Industrial Telecom Group
American Highway Users Alliance	Greater Houston Partnership
American Iron & Steel Institute	Grocery Manufacturers Association
American Trucking Associations	Gulf County Economic Development Council
Amway	The Hispanic Leadership Fund
Anderson Columbia Co., Inc.	Houston Restaurant Association
Applied Fiber Manufacturing, LLC.	Houston Technology Center
ArrMaz Custom Chemicals	Illinois Chamber of Commerce
Associated Industries of Florida	International Foodservice Distributors Association
Association of Corporate Travel Executives	International Window Film Association
Association of Equipment Manufacturers	Iowa Association of Business & Industry
Bayer Corporation	Iowa Motor Truck Association
Beneficiation Technologies	J. B. Coxwell Contracting, Inc.
Better Roads Inc.	Manufacturers Association of Florida
Bodø Graduate School of Energy Management (Norway)	McDonald Construction Company
British-American Business Council	Mosaic
Bug Ware, Inc.	Mowell Financial Group, Inc.
Canadian American Business Council	National Association of Convenience Stores
Caterpillar Global Petroleum Group	National Association of Home Builders
CF Industries	National Association of Manufacturers
Chamber Shipping of America	National Association of Neighborhoods
Colorado Farm Bureau	National Association of Truck Stop Operators
Culbreth Financial Group	National Energy Education Development Project
Decision Strategies	National Small Business Association
DHL (Deutsche Post World Net - USA)	Nebraska Chamber of Commerce
Dow	Nucor Steel
Dynamotive USA, Inc.	On Deck Seafood
The EarthQuest Institute	PCS Phosphate
Energy People Connect	The Peace & Prosperity Project
Ernst & Young	Plumbing-Heating-Cooling Contractors—National Association
The Fertilizer Institute	Ports-to-Plains Trade Corridor Coalition
Florida Chamber of Commerce	

Research Partnership to Secure Energy for America  
 Resource Development Council  
 Ring Power Corporation  
 Rivere Seafoods  
 Robinson Fans  
 Santa Barbara County Energy Coalition  
 Science & Engineering Fair of Houston  
 60 Plus Association  
 South Carolina Chamber of Commerce  
 South Carolina Trucking Association  
 Southeastern Fisheries  
 Steel Manufacturers Association

Texas Prosperity Project  
 Townsend Marine  
 U.S. Chamber of Commerce  
 Union Contractors and Subcontractors Association, Inc.  
 United Motorcoach Association  
 University of Texas, Center for Energy Economics  
 Virginia Manufacturers Association  
 W. W. Gay Mechanical Contractor, Inc.  
 Ward Packaging and Associates  
 Wisconsin Manufacturers and Commerce

## ENERGY PROVIDERS AND SUPPLIERS

Alyeska Pipeline Service Company  
 American Association of Petroleum Geologists  
 American Exploration & Production Council  
 American Gas Association  
 American Petroleum Institute  
 American Public Gas Association  
 American Public Power Association  
 Apache Corporation  
 Association of Oil Pipe Lines  
 Barney's Pumps, Inc.  
 BP  
 CCC Group, Inc.  
 The Center for North American Energy Security  
 Chevron  
 Choice! Energy  
 Comanco  
 Delta American Fuels  
 Devon Energy Corporation  
 El Paso Energy Corporation  
 Environmentally Conscious Consumers for Oil Shale  
 Environmentally Friendly Drilling Project  
 Exelon Corporation  
 ExxonMobil  
 Florida Handling Systems  
 Florida Petroleum Council  
 Foresight Wind  
 Gas Technology Institute  
 Green Earth Fuels  
 Greenline Industries  
 Gulf Coast Clean Energy Application Center  
 Halliburton  
 HD Supply  
 Hess Corporation

Houston BioDiesel  
 Houston Clean Energy Park  
 Houston Renewable Energy Network  
 HT/DcR Engineering, Inc.  
 Independent Petroleum Association of America  
 Interstate Oil & Gas Compact Commission  
 Lakeridge Energy Corporation  
 Marathon Corporation  
 Material Transfer Industries, LLC  
 Metal Treating Institute  
 Moretrench  
 MS Industrial Corporation  
 National Algae Association  
 National Ocean Industries Association  
 National Petrochemical and Refiners Association  
 Natural Gas Supply Association  
 New England Fuel Institute  
 Nuclear Energy For Texans  
 Nuclear Energy Institute  
 Ocean Energy Institute  
 Offshore Energy Center  
 Peabody  
 Petrohawk  
 Sasol  
 Shell Oil  
 Smith Brothers Oil  
 Society for Mining, Metallurgy & Exploration  
 Statoil  
 Tampa Tanks, Inc.  
 Texas Alliance of Energy Producers  
 Trans Pacific Oil Corporation  
 U.S. Oil & Gas Association

## CEA Leadership

### Message from the Chairman

CEA is the only organization that brings together energy producers and consumers to engage in serious dialogue and build consensus on energy policies that impact all Americans. In the past year, CEA has successfully advocated on the state, local, and federal levels for a balanced energy policy and has achieved measurable results that benefit consumers. By bringing together all sectors of the economy, CEA is able to speak as one voice for energy consumers and their collective need for a secure supply and stable prices. I have been most impressed with the knowledgeable and dedicated staff and the organization's ability to respond quickly to legislation, geo-political events, and policy proposals that will affect those of us who depend on energy to run our businesses, heat our homes, and fuel our cars and trucks.

-Richard Moskowitz  
Chairman, Consumer Energy Alliance

### Board of Directors

**Richard Moskowitz, Chairman**  
*American Trucking Associations*

**Jennifer Diggins**  
*Nucor Steel*

**John Heimlich, Vice Chairman**  
*Air Transport Association*

**Dave Harbour**  
*Northern Gas Pipelines*

**Mark Pulliam, Treasurer**  
*Sabre Airline Solutions*

**David Holt**  
*Consumer Energy Alliance*

**David Blackmon**  
*El Paso Corporation*

**Wayne Zemke**  
*Caterpillar*

### CEA Executive Staff

**David Holt**  
*President*

**Andrew Browning**  
*Executive Vice President*

**Michael Whatley**  
*Executive Vice President*

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## Committee Chairs

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### ***Steering Committee for Energy Advocacy Campaign***

**Mike Long, Co-Chair**  
*Shell*

**Robert Walker, Co-Chair**  
*Chevron*

### ***CEA Natural Gas Committee***

**Tommy Foltz, Co-Chair**  
*Petrohawk*

**Ford West, Co-Chair**  
*The Fertilizer Institute*

### ***CEA Alternative Energy Committee***

**Troy Bredenkamp, Co-Chair**  
*Colorado Farm Bureau*

**John Heimlich, Co-Chair**  
*Air Transport Association*

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## CEA Regional Directors

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**Dave Harbour**  
CEA-Alaska

**Matthew Ubben**  
CEA-Florida

**Ryan Scott**  
CEA-Midwest

**Jeff Smith, IV**  
Southeast Energy  
Alliance

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## CEA Staff

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**Andrew Browning**—Chicago, IL  
**D. Lee Forsgren**—Washington, DC  
**Billie Rae Gillas**—Houston, TX  
**Dave Harbour**—Anchorage, AK  
**David Holt**—Houston, TX  
**Natalie Joubert**—Washington, DC  
**Kathleen Koehler**—Houston, TX  
**Craig Koshkin**—Houston, TX  
**John Northington, Jr.**—Houston, TX  
**Ryan Scott**—Chicago, IL  
**Evan Shoop**—Houston, TX  
**Jeff Smith, IV**—Richmond, VA  
**Matthew Ubben**—Tallahassee, FL  
**Michael Whatley**—Washington, DC

# CEA Energy Campaigns: 2010-2012

Over the past few years, CEA and its members have executed several targeted campaigns that promote greater access to our domestic energy resources and more stable prices for consumers. These comprehensive campaigns take a multi-faceted approach that includes several forms of advocacy: national grassroots education and outreach; engagement with national and regional stakeholder groups; earned media; social media; and communication with elected local, state, and federal officials.

CEA's major campaigns have been successful in shaping the energy policy discussion in Washington, DC, state capitols, editorial board meetings, and in living rooms across America.

## Energy Advocacy Campaign

The Energy Advocacy Campaign, which launched in December 2010, is CEA's most comprehensive and robust campaign to date. The Campaign seeks to accomplish four primary objectives:

- A swift return to permitting for Gulf of Mexico energy exploration and production;
- Expanded education and advocacy for shale gas production, particularly in the Marcellus region;
- The opening of the Alaskan Outer Continental Shelf for energy exploration and production; and
- The permitting of the Keystone XL pipeline project

As part of the Energy Advocacy Campaign, CEA has focused on positioning energy – and its importance to the economy – as a top-tier issue heading into the 2012 election cycle. This means talking to both the public and elected officials about how energy production affects every consumer across the United States.

Since the launch of the Campaign, CEA has generated over 220,000 grassroots comments during federal and regional public comment periods and over 330 distinct media hits, held more than 100 meetings on Capitol Hill, and conducted significant outreach to stakeholders and elected officials in over 25 states – from Maine to Florida to Ohio and Nebraska.



## Low-Carbon Fuel Standard Outreach & Advocacy Campaign



CEA launched its Low Carbon Fuel Standard Outreach and Advocacy Campaign in response to the implementation of a low carbon fuel standard (LCFS) in California that is designed to discriminate against Canadian crude oil and significantly increase gasoline and diesel prices, as well as the announcements of initiatives to develop and implement similar LCFS programs nationally and in Washington, Oregon, the Midwest, the Northeast and the Mid-Atlantic.

Principally, the campaign aims to educate and motivate Governors, state legislators, state-based stakeholders and key influentials within targeted states to oppose LCFS initiatives that aim to discriminate against Canadian crude supplies and raise gasoline, diesel and home heating oil prices.

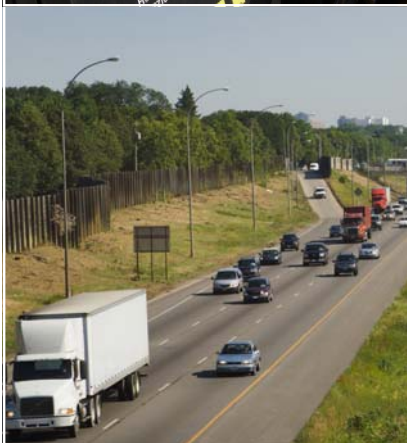


A low-carbon fuel standard seeks to replace traditional fuels such as gasoline and diesel and with “advanced technology” low -carbon fuels. However, low-carbon fuels such as cellulosic ethanol are not commercially available and the use of electric and natural gas vehicles in the volumes necessary to achieve significant carbon intensity reductions would present overwhelming technological and economic challenges. Implementation of low carbon fuel standards based on California’s program either nationally or regionally will force consumers to pay significantly higher fuel costs, hinder economic growth and kill tens of thousands of American jobs.

The campaign’s primary focus is direct and indirect communication with key policymakers and stakeholders in potentially affected states and communities. Since the commencement of the campaign, CEA has met with elected officials and stakeholders in over a dozen states, helping to persuade several Governors and state legislators to oppose the adoption of low-carbon fuels standards based on California’s program.

The campaign also includes an emphasis on expanded grassroots education and public awareness through earned and social media as well as the informational “Secure Our Fuels” website ([secureourfuels.org](http://secureourfuels.org)).

Since early 2010 when the campaign launched, and with expanded efforts beginning in February 2011, CEA has helped secure scores of Op-Eds, blogs, quotes, and other media hits at the national and local level.



## Grassroots: CEA Consumer-Advocates

One of CEA's greatest strengths is its ability to mobilize the public on energy issues and inspire them to act in their best interest as energy consumers. The collective voice of thousands of American energy consumers has a strong impact on policymakers, and CEA works to ensure every consumer has the capacity to engage on these issues. Over the past year, CEA has helped generate more than 300,000 grassroots comments in nearly a dozen comment periods and boosted attendance at over 25 public meetings across 10 states.

When CEA and its members identify an important rulemaking, a "Call to Action" asks the public to submit formal comments on the respective issue. Using a portal on the CEA website or through other means, the public can submit a pre-drafted letter to the respective agency. CEA mobilizes its database of consumer-advocates as well as its social media users to respond to these "Calls to Action," helping to drive tens of thousands of comments.

In addition, CEA works to ensure strong participation at public hearings, arming supporters with talking points and other valuable information. For instance, in the summer of 2010, CEA reached out to over 600 local elected officials in the Gulf Coast region to urge them to attend public meetings on the future offshore energy development.

### *Grassroots Success Stories*

<u>Agency</u>	<u>Issue</u>	<u>Comments Delivered</u>
Bureau of Ocean Energy Management, Regulation, and Enforcement	Support for the development of Lease Sale 218 and 222 in the Gulf of Mexico	Over 20,000
Department of State	Support for the Supplemental EIS for the Keystone XL Pipeline Project	Over 62,000
Environmental Protection Agency	Opposition to the proposed Clean Water Act 316(b) Rulemaking	Over 13,000
Bureau of Ocean Energy Management, Regulation, and Enforcement	Support for Alaskan OCS development and Lease Sale 193	Over 176,000

## CEA Member & Stakeholder Engagement

Leveraging its nationwide stakeholder network and tremendous member-company support, CEA has worked diligently to build support for specific campaigns, which often includes working with stakeholders on substantive letters to agencies during public comment periods.

Additionally, CEA and its members have expanded efforts to submit Opinion-Editorial pieces on energy issues to newspapers to help set the tone in the energy policy debate at the national and local level.

CEA has been successful in generating over 300 grasstops and stakeholder letters for various campaigns in the past year. CEA has also made great strides in building relationships with elected officials at the local, state, and federal level on a wide variety of important energy issues. Engaging groups with a vested interest in energy policy has been critical to CEA's successful campaigns.

Through its extensive and strategic outreach, CEA has also built strong relationships with energy stakeholders across the country – including legislators, policy makers, community organizations, business leaders, trade associations, and academia – and regularly mobilizes its network to engage on important energy issues affecting consumers.



## Media & Social Media

CEA is proud of its expanded efforts over the past year to highlight and drive its message through media and social media – an important part of its energy education and outreach strategy. Using earned, paid, and social media, CEA continues to be a leading source of information on issues affecting energy consumers. Since the beginning of 2011, CEA has already generated over 350 media hits.

The use of traditional media, including TV and radio, Op-Eds and Letters to the Editor, press releases, and news articles, is integral to CEA's outreach efforts. With nearly 40 TV and radio interviews, CEA has been able to reach the general public at both the national and regional levels. CEA has also worked diligently to place Op-Eds and Letters to the Editor in regional and national publications, oftentimes working with CEA affiliates to pen insightful opinion pieces.

### The Washington Times

#### **HOLT: Beltway politics is road to energy poverty** *Locking up resources will be downfall of American economy*

By David Holt

CEA President David Holt regularly pens Op-Eds in regional and national publications. In this article, Mr. Holt describes the economic impacts of limited access to offshore and onshore energy resources.

34 - SUNDAY NEWS-REGISTER - Wheeling, W.Va. **COLUMNISTS** Sunday, June 5, 2011

### Getting the 'Appalachian Gold Rush' Right

The vast Marcellus shale natural gas deposits have become big news in the Appalachian states and the subject of much discussion among citizens, state and federal legislators and regulators. A recent issue of TIME magazine features an eight-page cover story on shale gas. The headline: "This Rock Could Power the World."

outcome. Natural gas is our lifeblood. It's our main fuel. It's also our main raw material — the starting point for the chemicals we produce that make modern life possible.

High natural gas prices can be a double whammy for the chemical industry. Several years of

become more abundant, a host of industries are attracted to our region. That means tax revenue to support state and community needs. Together, these factors spell out a bright, prosperous future for our region.

As long as we get it right. There is a flip side.

citizens must use energy more efficiently. And regulators must rely on sound science and take economic considerations into account.

Getting it right will require developers, governments, non-government organizations, regulators, industrial leaders and citizens to start a conversation and listen to

**Greg Babe**



There is a flip side.

There is a flip side.

Coordinating with CEA Affiliate, Bayer Corporation, Bayer CEO Greg Babe discusses the impact of shale gas production for manufacturing jobs in the Marcellus region.

### Richmond Times-Dispatch

Published: August 01, 2011

#### **Offshore drilling in Virginia is an economic winner**

By P. DALE BENNETT

Dale Bennett, President of the Virginia Trucking Association, discusses the importance of offshore energy development, particularly off the coast of Virginia.

Over the past year, CEA's burgeoning social media presence has created a whole new platform for energy consumers to communicate with CEA. Utilizing Facebook, Twitter, LinkedIn, and blogging, CEA's online presence has grown tremendously over the past year – including a nearly 400% increase in Facebook users and certified blogger status on renowned national publications.



This year, CEA's Twitter and Facebook users have spoken out about high fuel costs and the impacts on their businesses and families.

@CEAorg Double yikes! Diesel 4 my F250 is \$4.39! That is why I am @ home during my Spring break! At least I have a horse to go ride!

8 Apr via Twitter for iPhone ☆ Favorite ↻ Retweet ↩ Reply



Contributor



**David Holt**

President, Consumer Energy Alliance



## What Goes Up Must Come Down

Posted on July 7, 2011 at 10:24 am by [David Holt](#) in [Renewable energy](#)

CEA President David Holt serves as an expert blogger on many publications including the *National Journal* (upper left) and the *Houston Chronicle* (upper right).

## Regional Chapters & Local Efforts

In CEA's view, advocacy that extends beyond our Nation's Capital is critical to driving home the direct link between energy production, energy policy, and jobs and economic growth. As national policies are increasingly influenced by debate at the local level, these efforts are taking on greater importance. In order to effectively engage at the regional, state, and local levels, CEA has leveraged its strategically placed chapters around the country. CEA has focused its efforts in several key states and regions, including Alaska, Florida, the Midwest, and the Southeast regions. These areas have been targeted due to their importance in the production and consumption of energy, as well as their political influence. These strategically selected chapters include:

### Southeast Energy Alliance (SEA) (established 2006)

Southeast Energy Alliance, which includes Virginia, North Carolina, South Carolina, and Georgia, has been actively representing the region's energy consumers since 2006. Through key members such as the Virginia Manufacturers Association, South Carolina Chamber of Commerce, and the North Carolina Farm Bureau, SEA has driven attendance at BOEMRE scoping hearings, generated grasstops letters, and placed Op-Eds across the Southeast region.

In October 2010, Southeast Energy Alliance released *Potential Job Creation, Economic Benefits, and Revenue Sharing from Oil and Natural Gas Production and Exploration in Virginia*, which estimated that nearly \$19.5 billion in government revenues could be generated from Virginia OCS development.



Potential Job Creation, Economic Benefits and  
Revenue Sharing from Oil and Natural Gas  
Production and Exploration in Virginia

October 14, 2010

## CEA-Florida (established 2007)

CEA-Florida, including key groups such as Associated Industries of Florida, CF Industries, and the Florida Chamber of Commerce, has been a key player in the Florida energy debate for almost five years, drawing support from a wide range of consumers and stakeholders.

CEA-Florida recently hosted a series of stakeholder meetings as part of its Florida Energy Policy Project in July 2011, which will culminate in a series of energy policy recommendations that CEA-Florida will present to Governor Rick Scott, House Speaker Dean Cannon, and Senate President Mike Haridopolos at the end of 2011.

*Right: Over the past year, CEA Florida and its recommendations report for Florida has created quite the buzz throughout Florida, including pieces in [The Miami Herald](#), [The Orlando Sentinel](#), and [The Florida Current](#).*

### The Miami Herald

Posted on Fri, Jun. 24, 2011

#### Senate president wants new Florida energy plan

By Mary Ellen Klas  
[Herald/Times Tallahassee Bureau](#)

Senate President Mike Haridopolos joined the governor Friday in calling for a new state energy policy that will open the door to oil and gas drilling off Florida's coast, new nuclear power and increased investment in renewable energy.

Haridopolos spoke to a group of energy advocates, utility representatives, environmentalists and business groups in an off-the-record conference call on Friday hosted by the Florida chapter of the Houston-based Consumer Energy Alliance.

## CEA- Alaska (established 2010)

CEA-Alaska has been front and center in what is perhaps United States' most resource rich state, bringing its network to bear on several key debates and meetings throughout the past year. For example, CEA-Alaska and its very active Board of Directors has driven significant (in terms of numbers and quality of comments) attendance to over a dozen BOEMRE meetings in the past year. Additionally, CEA-Alaska has produced numerous grasstops letters, conducted dozens of meetings with state and local government officials, and been responsible for placing editorials in key publications throughout the state, many of which have been authored by CEA-Alaska Director, Dave Harbour. Key participants in CEA-Alaska include the Alaska Support Industry Alliance and Alaska Resource Development Council.

### Fairbanks Daily News - Miner

#### Offshore oil is Alaska's lifeline: Federal hearings bypass Interior Alaska's voices

by Dave Harbour

Feb 23, 2011 | 1545 views | 4 | 3 | | |

The Alaska House Resources Committee recently heard truck drivers, oil field workers and small business owners testify about Alaska's poor investment climate. They painted pictures of wage freezes, layoffs, benefit reductions and outmigration of experienced Alaskans to the booming oil and gas investment climate of North Dakota.

*In an Op-Ed to the [Fairbanks Daily News-Miner](#), CEA-Alaska Director, Dave Harbour, discusses the resource potential of the Alaskan OCS and urges fellow Alaskans to participate in a public meeting with the BOEMRE on OCS energy development.*

## Regional Chapters & Local Efforts

### CEA-Midwest (established 2011)

The Midwest rightfully views itself as the backbone of America's manufacturing sector. From the steel mills along the Great Lakes, to the automobile manufacturing throughout the Midwest, to the factories that produce construction and farm equipment, energy-intensive industries are critical to this region's economy. Over the past year, CEA-Midwest has brought on several new affiliates who are important players in the Midwest energy debate such as the Wisconsin Manufacturers and Commerce and the Iowa Motor Truck Association. Working with these Midwest affiliates, CEA-Midwest seeks to elevate energy as a top-tier issue in several Midwest battleground states going into the 2012 election. From Op-Ed opportunities to meetings with elected officials and state-based stakeholders in state capitals across the region, CEA-Midwest has gained a strong footing over the past year and seeks to expand its reach even further in the year ahead.

#### *CEA-Midwest: 2011 Targets*



In just the first half of 2011, CEA-Midwest expanded its engagement across the region, meeting with Governors, key legislators, influentials, third-party groups, and consumers from 16 cities across every Midwest state. Oftentimes, these discussions focused on the value of domestic energy production for states like Indiana and Wisconsin where there is a concentration of energy-intensive businesses that depend on stable energy prices.

## Government Relations

Another one of CEA's strengths is its ability to successfully influence the debate in Washington, DC. CEA's aggressive, multimodal, bipartisan outreach strategy on Capitol has made lawmakers more aware of the impact energy policies have on consumers.

Working closely with our member companies, CEA staff in Washington, DC has met with dozens of newly elected Members of Congress, Congressional Leadership, and key committee staff in both the House of Representatives and Senate in an effort to inform them about CEA's mission and to educate them on the importance of domestic energy access to consumers. As a voice of both consumers and energy providers, CEA provides a unique outlook on issues and is often called upon by energy staff on Capitol Hill for support. CEA has been instrumental in helping committee staff identify witnesses to testify before key energy committees.

CEA also consistently engages with the Obama Administration, particularly the Environmental Protection Agency, Department of Energy, and the Department of the Interior through public meetings, stakeholder briefings, and other opportunities.

## Congressional Events & Publications

As part of its broad outreach effort in Washington, DC, over the past year CEA has produced six publications and resource materials that were distributed to Congressional offices as well as hosted two events on Capitol Hill.

CEA has developed and distributed a number of publications over the past year that served as resources for Members of Congress and staff on Capitol Hill. Of note, CEA published *Private Sector Leadership in Energy Efficiency, Conservation and Sustainability*, a briefing book presented to the 112<sup>th</sup> Congress titled *Recommendations for a Balanced Energy Policy*, and a report detailing the impact of energy prices and policies on the private sector titled *Energy, Jobs, and the Economy: Powering America's Future*.

### Sustainability Forum



For the release of CEA's Sustainability report, CEA held a forum at the U.S. Senate where representatives from the private sector discussed how their respective businesses have advanced sustainability practices. Show here from left, Peter Molinaro (Dow Chemical), John Disharoon (Caterpillar), and Roger Libby (Deutsche Post World Net—USA) discuss their companies' energy-saving initiatives.

# Government Relations

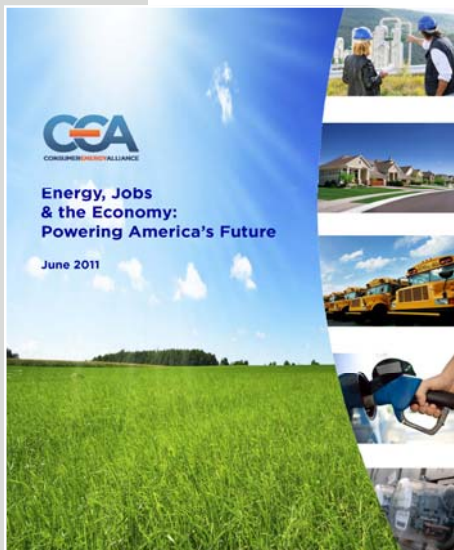
## Congressional Events & Publications

### *“The Shale-Gas Revolution” Conference*



Co-hosting with CEA affiliate, Canadian-American Business Council, CEA held a forum at the U.S. House of Representatives on the lessons learned from shale gas production in the United States and how these lessons may help guide Canada as it moves forward with shale gas production. The forum also highlighted how these new sources of natural gas are helping to boost manufacturing in the United States and Canada.

Speakers included Senator John Hoeven, Senator Joe Manchin (seen right), Eric Spiegel (CEO of Siemens), and Guy Caruso (Center for Strategic International Studies, seen left), as well as representatives from ExxonMobil, Nucor Steel, Dow Chemical, and the Natural Resources Defense Council, among several others.



### *Energy, Jobs and Economy Report*

As a follow up to CEA's 2008 report on the impact of higher energy costs, CEA released *Energy, Jobs & the Economy: Powering America's Future*. The report includes submissions from 15 key CEA affiliates in which they discuss how energy policies affect job creation and economic growth in the United States.

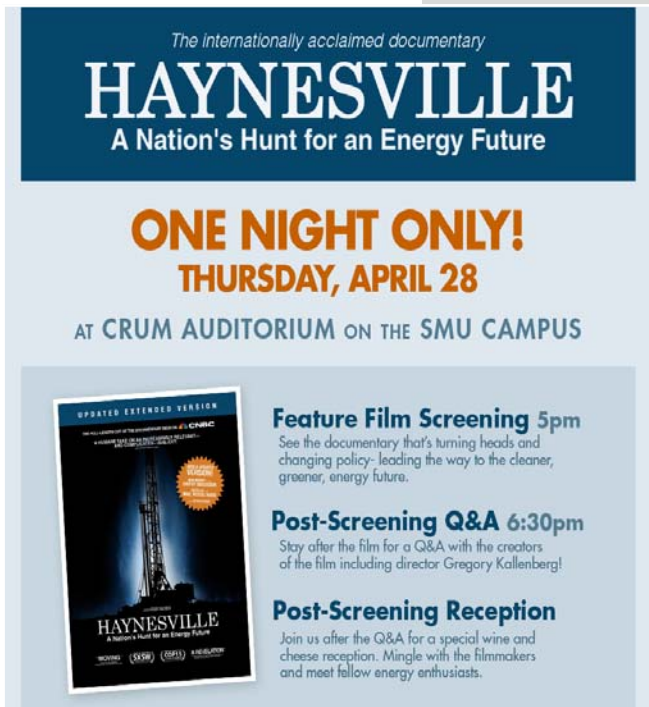
CEA released the publication during a national media teleconference during which the heads of American Chemistry Council, American Iron & Steel Institute, National Ocean Industries Association, and American Public Power Association, among others, all addressed how their industries could benefit from more balanced energy policies.

## Education & Events

### Haynesville Screenings

As part of the 2011 Natural Gas Communication Strategy created by the CEA Natural Gas Committee, CEA coordinated and implemented a series of public screenings of the documentary *Haynesville: the Extended Version*. *Haynesville* provides an unvarnished, objective look at the benefits and perceived risks associated with shale gas development. Following most of the screenings, a panel of industry experts, regulators, and industry joined the director and producer to field questions from the audience and media. Through these screenings, CEA provides a forum for productive discussion amongst those citizens directly affected.

Attendance at these screenings has ranged between 120-250 people with a good balance of industry, regulators, lawmakers, students, activists, and concerned citizens. To date, screenings have been held in Houston, Baton Rouge, Dallas, and Austin with future screenings scheduled for Little Rock, Pittsburgh, and Denver.



The internationally acclaimed documentary  
**HAYNESVILLE**  
A Nation's Hunt for an Energy Future

**ONE NIGHT ONLY!**  
**THURSDAY, APRIL 28**

AT CRUM AUDITORIUM ON THE SMU CAMPUS

**Feature Film Screening 5pm**  
See the documentary that's turning heads and changing policy- leading the way to the cleaner, greener, energy future.

**Post-Screening Q&A 6:30pm**  
Stay after the film for a Q&A with the creators of the film including director Gregory Kallenberg!

**Post-Screening Reception**  
Join us after the Q&A for a special wine and cheese reception. Mingle with the filmmakers and meet fellow energy enthusiasts.

*Above Right:* An invitation to attend the Dallas, TX screening of *Haynesville*, hosted by Southern Methodist University.

*Right:* Following a screening at Louisiana State University in Baton Rouge, LA, CEA hosted a panel discussion that included (from right): Moderator David Dismukes, Associate Director, LSU Center for Energy Studies; Gregory Kallenberg, Director of *Haynesville*; Jimmy Fields, Louisiana Public Service Commissioner; Stephen Moret, Secretary of Louisiana Economic Development; Shane Schulz, QEP Resources; and Tommy Foltz, Petrohawk Energy Corporation.



## Education & Events

### Offshore Technology Conference

In May 2011, CEA hosted two panel discussions at the Offshore Technology Conference in Houston, Texas. Moderated by CEA President David Holt, the panelists discussed the future of offshore energy production in the wake of the *Deepwater Horizon* incident.

The first panel, which included Mississippi Governor Haley Barbour and senior regulatory officials from other coastal states, discussed the States' role in the offshore energy debate. These state officials also advocated for increased communication with the federal government to enhance their states' knowledge and engagement with offshore energy development. To this effect, during the event Governor Barbour announced the formation of the Outer Continental Shelf Governors Coalition, a group of coastal governors who seek greater communication and involvement with the federal government regarding offshore energy development.

*Right:* CEA President David Holt and Mississippi Governor Haley Barbour discuss the importance of offshore energy.

*Below:* Panel 1 included (from left) Dan Sullivan, Commissioner, Alaska Department of Natural Resources; Doug Domenech, Virginia Secretary of Natural Resources; Scott Angelle, Secretary, Louisiana Department of Natural Resources; Jerry Patterson, Commissioner, Texas General Land Office; Haley Barbour, Governor of the State of Mississippi, David Holt, President, CEA.



The second panel featured senior industry leaders, consumers and business officials, labor leaders, and economists who announced new information on the impact that delays in offshore production were having on state and local economies across the nation.

## In the Year Ahead: Energy Day

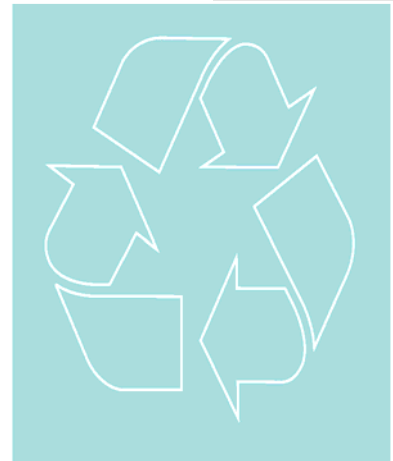


Since last fall, CEA has been planning a major energy festival that will highlight the importance of energy in our lives. In partnership with the City of Houston, Energy Day 2011 is scheduled for October 15, 2011 in Downtown Houston, Texas. Geared toward K-12 students, Energy Day's mission is to educate students and their families about energy by demonstrating energy innovation, technology, efficiency & conservation, and the overall role of all forms of energy in meeting current and future energy needs. Consumer Energy Alliance and the more than 80 Energy Day partners and exhibitors hope exciting technology demonstrations will spark the interest of the next generation in science, technology, engineering, and mathematics. The event will have interactive demonstrations and booths, live music, local food vendors, games and prizes.

As part of Energy Day's year-long initiative to engage students in energy education, CEA and the Energy Day partners have created the Energy Day Academic Awards Program. Partnering with long-standing Houston-area academic leaders, CEA is helping to amplify existing competitions and events through a series of eight unique, citywide, energy-related competitions and events aimed to motivate, challenge, and inspire young minds to seek careers in science and technology.

CEA has also partnered with Houston's KTRK-TV ABC to produce a 30-minute television program highlighting Energy Day and Houston's role in leading energy innovation.

*For more information, visit [energyday2011.org](http://energyday2011.org)*



## In the Year Ahead: CEA in 2012

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Consumer Energy Alliance remains a committed advocate and leading voice for energy consumers across every sector of the US economy. In the past year, CEA has successfully pushed the robust development of all forms of energy, but the battle is far from over.

In the coming year, at the continued direction of and with the support of our members and consumer-advocates, CEA will continue to achieve our core goals and highlight the need for a stable, long-term supply of energy. This includes conventional, unconventional, and renewable sources. CEA will continue to work with its affiliates to identify obstacles to energy development and to educate and advocate on their behalf. Most importantly, as the 2012 election cycle approaches, CEA will work to make sure that energy policy is a top-tier issue for both candidates and voters.

For more information, about Consumer Energy Alliance, please visit  
<http://consumerenergyalliance.org/>

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